

## ORDER

FIRST COAST NEWS



Orders	Order / Rev:	721199	Primary AE:	Jim Quinn
	Alt Order #:	06367200	Sales Office:	T-PHI
	Product Desc:	SKED A ADD OFA	Sales Region:	NAT
	Estimate:	2019		
	Flight Dates:	10/09/12 - 10/15/12		
	Original Date / Rev:	10/09/12 / 10/09/12		
	Order Type:	Political		
Agency	Name:	Greer Margolis Mitchell/ Pol	Billing Type:	Cash
	Buying Contact:		Billing Calendar:	Broadcast
	Billing Contact:		Billing Cycle:	WEEKLY
		3050 K St NW Washington, DC 20007	Agency Commission:	15%
Advertiser	Name:	Obama For America	New Business Thru:	
	Demographic:	A35+	Order Separation:	00:15:00
	Product Codes:	PL-Presidential	Advertiser External ID:	
	Priority:	P-1	Agency External ID:	
	Revenue Codes:	AGY, GEN, POL		

Bill Plan					Totals				
Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
10/08/12	10/14/12	67	\$34,350.00	\$29,197.50	October 2012	94	\$48,725.00	\$41,416.25	0.00
10/15/12	10/21/12	27	\$14,375.00	\$12,218.75	Totals	94	\$48,725.00	\$41,416.25	0.00

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WTLV	10/09/12	10/15/12	4:30a-5a M-F 4:30-5a	CM	4:30a-5a	M-WTF--	:30	3	\$35.00	P-3	0.00	NM	3	\$105.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/09/12	10/15/12	M-WTF--		3	\$35.00			0.00					
E 2	WTLV	10/09/12	10/15/12	5a-530a 5a-530a	CM	M-F 5a-530a	M-WTF--	:30	3	\$200.00	P-3	0.00	NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/09/12	10/15/12	M-WTF--		3	\$200.00			0.00					
E 3	WTLV	10/09/12	10/15/12	530a-6a 530a-6a	CM	530a-6a	M-WTF--	:30	4	\$200.00	P-3	0.00	NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/09/12	10/15/12	M-WTF--		4	\$200.00			0.00					
E 4	WTLV	10/09/12	10/15/12	M-F 6-7a M-F 6-7am	CM	6a-7a (6:00 AM-6:30 AM)	M-WTF--	:30	4	\$900.00	P-1	0.00	NM	4	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/09/12	10/15/12	M-WTF--		4	\$900.00			0.00					
E 5	WTLV	10/09/12	10/15/12	M-F 6-7a M-F 6-7am	CM	6a-7a (6:30 AM-7:00 AM)	M-WTF--	:30	5	\$950.00	P-1	0.00	NM	5	\$4,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/09/12	10/15/12	M-WTF--		5	\$950.00			0.00					
E 6	WTLV	10/09/12	10/15/12	Today Show M-F 7-9am	CM	7a-9a (7:00 AM-8:00 AM)	M-WTF--	:30	3	\$375.00	P-3	0.00	NM	3	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/09/12	10/15/12	M-WTF--		3	\$375.00			0.00					

Order / Rev: 721199  
 Alt Order #: 06367200  
 Flight Dates: 10/09/12 - 10/15/12

Advertiser: Obama For America  
 Product Desc: SKED A ADD OFA **WTLV-TV**  
 Estimate: 2019

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 7	WTLV	10/09/12	10/15/12	Today Show M-F 7-9am	CM	7a-9a (8:00 AM-9:00 AM)	M- WTF--	:30	3	\$400.00	P-3	0.00	NM	3	\$1,200.00
		<u>Start Date</u> Week: 10/09/12	<u>End Date</u> 10/15/12	<u>Weekdays</u> M- WTF--		<u>Spots/Week</u> 3	<u>Rate</u> \$400.00		<u>Rating</u> 0.00						
E 8	WTLV	10/09/12	10/15/12	Today Show II M-F 9-10am	CM	9a-10a	M- WTF--	:30	3	\$400.00	P-3	0.00	NM	3	\$1,200.00
		<u>Start Date</u> Week: 10/09/12	<u>End Date</u> 10/15/12	<u>Weekdays</u> M- WTF--		<u>Spots/Week</u> 3	<u>Rate</u> \$400.00		<u>Rating</u> 0.00						
E 9	WTLV	10/09/12	10/15/12	M-F 10-11a Today Show 3	CM	M-F 10a-11a	M- WTF--	:30	3	\$150.00	P-3	0.00	NM	3	\$450.00
		<u>Start Date</u> Week: 10/09/12	<u>End Date</u> 10/15/12	<u>Weekdays</u> M- WTF--		<u>Spots/Week</u> 3	<u>Rate</u> \$150.00		<u>Rating</u> 0.00						
E 10	WTLV	10/09/12	10/15/12	M-F 11a-12p First Coast Living	CM	M-F 11a-12p	M- WTF--	:30	3	\$70.00	P-3	0.00	NM	3	\$210.00
		<u>Start Date</u> Week: 10/09/12	<u>End Date</u> 10/15/12	<u>Weekdays</u> M- WTF--		<u>Spots/Week</u> 3	<u>Rate</u> \$70.00		<u>Rating</u> 0.00						
E 11	WTLV	10/09/12	10/15/12	M-F 12-1230p FCN Noon News	CM	M-F 12p-12:30p	M- WTF--	:30	3	\$80.00	P-3	0.00	NM	3	\$240.00
		<u>Start Date</u> Week: 10/09/12	<u>End Date</u> 10/15/12	<u>Weekdays</u> M- WTF--		<u>Spots/Week</u> 3	<u>Rate</u> \$80.00		<u>Rating</u> 0.00						
E 12	WTLV	10/09/12	10/15/12	M-F 1230-1p Extra	CM	M-F 1230p-1257p	M- WTF--	:30	3	\$100.00	P-3	0.00	NM	3	\$300.00
		<u>Start Date</u> Week: 10/09/12	<u>End Date</u> 10/15/12	<u>Weekdays</u> M- WTF--		<u>Spots/Week</u> 3	<u>Rate</u> \$100.00		<u>Rating</u> 0.00						
E 13	WTLV	10/09/12	10/15/12	Days of Our Lives Days of Our Lives	CM	M-F 1p-2p	M- WTF--	:30	3	\$125.00	P-3	0.00	NM	3	\$375.00
		<u>Start Date</u> Week: 10/09/12	<u>End Date</u> 10/15/12	<u>Weekdays</u> M- WTF--		<u>Spots/Week</u> 3	<u>Rate</u> \$125.00		<u>Rating</u> 0.00						
E 14	WTLV	10/09/12	10/15/12	M-F 2-3p M-F 2-3pm	CM	M-F 2p-3p	M- WTF--	:30	3	\$50.00	P-3	0.00	NM	3	\$150.00
		<u>Start Date</u> Week: 10/09/12	<u>End Date</u> 10/15/12	<u>Weekdays</u> M- WTF--		<u>Spots/Week</u> 3	<u>Rate</u> \$50.00		<u>Rating</u> 0.00						
E 15	WTLV	10/09/12	10/15/12	M-F 3-4p Katie	CM	M-F 3p-4p	M- WTF--	:30	3	\$110.00	P-3	0.00	NM	3	\$330.00
		<u>Start Date</u> Week: 10/09/12	<u>End Date</u> 10/15/12	<u>Weekdays</u> M- WTF--		<u>Spots/Week</u> 3	<u>Rate</u> \$110.00		<u>Rating</u> 0.00						
E 16	WTLV	10/09/12	10/15/12	M-F 4-5p Ellen	CM	M-F 4p-5p	M- WTF--	:30	3	\$250.00	P-1	0.00	NM	3	\$750.00
		<u>Start Date</u> Week: 10/09/12	<u>End Date</u> 10/15/12	<u>Weekdays</u> M- WTF--		<u>Spots/Week</u> 3	<u>Rate</u> \$250.00		<u>Rating</u> 0.00						
E 17	WTLV	10/09/12	10/15/12	M-F 5-530p M-F 5-530pm	CM	M-F 5p-5:30p	M- WTF--	:30	3	\$225.00	P-3	0.00	NM	3	\$675.00
		<u>Start Date</u> Week: 10/09/12	<u>End Date</u> 10/15/12	<u>Weekdays</u> M- WTF--		<u>Spots/Week</u> 3	<u>Rate</u> \$225.00		<u>Rating</u> 0.00						
E 18	WTLV	10/09/12	10/15/12	M-F 530-6p M-F 5:30-6pm	CM	M-F 5:30p-6p	M- WTF--	:30	3	\$575.00	P-1	0.00	NM	3	\$1,725.00
		<u>Start Date</u> Week: 10/09/12	<u>End Date</u> 10/15/12	<u>Weekdays</u> M- WTF--		<u>Spots/Week</u> 3	<u>Rate</u> \$575.00		<u>Rating</u> 0.00						
E 19	WTLV	10/09/12	10/15/12	M-F 6-630p M-F 6-630pm	CM	M-F 6p-6:30p	M- WTF--	:30	3	\$1,000.00	P-1	0.00	NM	3	\$3,000.00
		<u>Start Date</u> Week: 10/09/12	<u>End Date</u> 10/15/12	<u>Weekdays</u> M- WTF--		<u>Spots/Week</u> 3	<u>Rate</u> \$1,000.00		<u>Rating</u> 0.00						
E 20	WTLV	10/09/12	10/15/12	NBC Nightly News M-F 630-7pm	CM	M-F 630p-7p	M- WTF--	:30	3	\$1,400.00	P-1	0.00	NM	3	\$4,200.00
		<u>Start Date</u> Week: 10/09/12	<u>End Date</u> 10/15/12	<u>Weekdays</u> M- WTF--		<u>Spots/Week</u> 3	<u>Rate</u> \$1,400.00		<u>Rating</u> 0.00						
E 21	WTLV	10/09/12	10/15/12	M-F 7-730p Wheel of Fortune	CM	M-F 7p-7:30p	M- WTF--	:30	4	\$1,000.00	P-1	0.00	NM	4	\$4,000.00
		<u>Start Date</u> Week: 10/09/12	<u>End Date</u> 10/15/12	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						

Order / Rev: 721199  
 Alt Order #: 06367200  
 Flight Dates: 10/09/12 - 10/15/12

Advertiser: Obama For America  
 Product Desc: SKED A ADD OFA  
 Estimate: 2019

WTLV-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 21	WTLV	10/09/12	10/15/12	M-F 7-730p Wheel of Fortune	CM	M-F 7p-7:30p	M-WTF--	:30	4	\$1,000.00	P-1	0.00	NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/09/12	10/15/12	M-WTF--		4				\$1,000.00		0.00			
E 22	WTLV	10/09/12	10/15/12	M-F 730-8p Jeopardy	CM	M-F 7:30p-8p	M-WTF--	:30	4	\$1,200.00	P-1	0.00	NM	4	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/09/12	10/15/12	M-WTF--		4				\$1,200.00		0.00			
E 23	WTLV	10/09/12	10/15/12	LN (M-Su) Late News (M-Su)	CM	11-1135p	M-WTFSS	:30	3	\$400.00	P-3	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/09/12	10/15/12	M-WTFSS		3				\$400.00		0.00			
E 24	WTLV	10/09/12	10/15/12	Tonight Show Tonight Show	CM	1135p-1237a	M-WTF--	:30	4	\$150.00	P-3	0.00	NM	4	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/09/12	10/15/12	M-WTF--		4				\$150.00		0.00			
E 25	WTLV	10/09/12	10/15/12	Late Night Late Night w/Jimmy Fallon	CM	1235a-135a	M-WTF--	:30	3	\$80.00	P-3	0.00	NM	3	\$240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/09/12	10/15/12	M-WTF--		3				\$80.00		0.00			
E 26	WTLV	10/13/12	10/13/12	SAT TDY NBC Today Show (Sa)	CM	7a-8a	-----S-	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S-		1				\$400.00		0.00			
E 27	WTLV	10/13/12	10/13/12	Sat 8-10a Sat 8a-10a	CM	8a-10a	-----S-	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S-		1				\$400.00		0.00			
E 28	WTLV	10/13/12	10/13/12	Sat 6-630p Sat 6-630pm	CM	Sat 6p-6:30p	-----S-	:30	1	\$335.00	P-1	0.00	NM	1	\$335.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S-		1				\$335.00		0.00			
E 29	WTLV	10/13/12	10/13/12	Sat 7-730p Wheel of Fortune	CM	Sat 7p-7:30p	-----S-	:30	1	\$315.00	P-1	0.00	NM	1	\$315.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S-		1				\$315.00		0.00			
E 30	WTLV	10/13/12	10/13/12	Sat 730-8p Jeopardy	CM	Sat 7:30p-8p	-----S-	:30	1	\$315.00	P-1	0.00	NM	1	\$315.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S-		1				\$315.00		0.00			
E 31	WTLV	10/14/12	10/14/12	Meet the Press Sun 9-10a	CM	9a-10a	-----S	:30	1	\$850.00	P-1	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S		1				\$850.00		0.00			
E 32	WTLV	10/14/12	10/14/12	Sun 6-630p Sun 6-630pm	CM	Sun 6p-6:30p	-----S	:30	1	\$335.00	P-1	0.00	NM	1	\$335.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S		1				\$335.00		0.00			
E 33	WTLV	10/14/12	10/14/12	Sports Final Late Sun Sports Final Late	CM	Su 12a-1a	-----S	:30	1	\$300.00	P-1	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S		1				\$300.00		0.00			
E 34	WTLV	10/15/12	10/15/12	Mon Prime A Mon Prime A	CM	Mon 8p-9p	M-----	:30	1	\$3,000.00	P-1	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	M-----		1				\$3,000.00		0.00			
E 35	WTLV	10/09/12	10/09/12	Tue Prime A Tue Prime A	CM	Tue 8p-9p	-T-----	:30	1	\$3,200.00	P-1	0.00	NM	1	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/09/12	10/09/12	-T-----		1				\$3,200.00		0.00			

Order / Rev: 721199  
 Alt Order #: 06367200  
 Flight Dates: 10/09/12 - 10/15/12

Advertiser: Obama For America  
 Product Desc: SKED A ADD OFA  
 Estimate: 2019

WTLV-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 35	WTLV	10/09/12	10/09/12	Tue Prime A Tue Prime A	CM	Tue 8p-9p	-T-----	:30	1	\$3,200.00	P-1	0.00	NM	1	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 10/08/12	10/14/12	-T-----		1			\$3,200.00		0.00				
E 36	WTLV	10/10/12	10/10/12	Wed Prime C Wed Prime C	CM	Wed 10p-11p	--W----	:30	1	\$1,900.00	P-1	0.00	NM	1	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 10/08/12	10/14/12	--W----		1			\$1,900.00		0.00				
E 37	WTLV	10/14/12	10/14/12	Football Night in America Football Night In America	CM	Various	-----S	:30	1	\$750.00	P-3	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 10/08/12	10/14/12	-----S		1			\$750.00		0.00				
														Totals	94 \$48,725.00